

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

EXTENSION SERVICE *Review*

New Challenges . . . New Heights..... page 243

Working with Suburbanites..... page 248

Gearing to People's Needs..... page 249

DECEMBER 1957





Official monthly publication of
Cooperative Extension Service;
U. S. Department of Agriculture
and State Land-Grant Colleges
and Universities cooperating.

The *Extension Service Review* is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

Vol. 28

December 1957

No. 12

Prepared in
Division of Information Programs
Federal Extension Service, USDA
Washington 25, D.C.

Division Director: Lester A. Schlup

Editor: Edward H. Roche

In This Issue

Page

- 243 New challenges . . . new heights
- 244 Lunchtime is classtime
- 245 We exhibited the solution
- 246 Healthy range . . . healthy livestock
- 247 Extension around the world
- 248 When our phone rings, it's suburbia calling
- 249 Gearing to the people's needs
- 251 And good will toward men
- 252 Evaluation as related to public relations
- 253 County agents meet in Boston
- 256 Rack 'em right

EAR TO THE GROUND

In October I had an opportunity to put my ear to the ground at the NACAA annual meeting in Boston. In the formal sessions as well as across-the-table visits, I heard about some of the problems facing county agents and how they are solving them.

In one conversation, I was impressed with the fact that the same matters are of concern to a Southern agent serving a county with 4500 farms averaging 26 acres and an agent from a Western county with 870 farms averaging 1800 acres.

Both were looking for ideas on staff integration, implementing long-range programs, improving office management, and efficient use of time. You'll be seeing articles on these subjects in near-future issues of the REVIEW.

Professional improvement, a principal objective of NACAA and the other national associations of extension workers, will be featured in the January REVIEW. Articles by State and county workers will tell why they participated in a particular improvement activity, what they gained from it, and how they applied these gains in their regular work.

One of the significant values cited by several authors is the acquiring

of new insights which give meaning to previously unrelated facts. This fresh look at their responsibilities improved their abilities to develop an effective educational program.

As some of next month's authors point out, professional improvement is more than just formal graduate study. It also encompasses reading, travel, membership in professional associations, observing others' work, and the many other activities that contribute to effectiveness in our work. One agent at the Boston meeting told me, for example, that he picked up several good ideas from the other agents with whom he drove to the convention.

In planning the January issue, it occurred to us that these means of improvement are like doors of opportunity. After you've read it, I think you'll agree that these doors are open to those who want to improve.—E.H.R.

On The Cover

Residential lawns are a frequent subject of homemakers' calls to Philadelphia County Agent William H. White. (See page 248.)

The Extension Service Review is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. Use of funds for printing this publication approved by the Director of the Bureau of the Budget (July 31, 1955).

The Review is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 15 cents per copy or by subscription at \$1.50 a year, domestic, and \$2.00, foreign.

New Challenges NEW HEIGHTS

Annual review of how the Cooperative Extension Service used both new and time proven teaching methods to meet the needs of farm families for agriculture and home economics research information.

by KENNETH D. GOODRICH, *Federal Extension Service**

In a year when the term "efficiency" became forcefully defined to farm families as perhaps the most important factor determining the margin between profit and loss, the role of extension education in 1956 also was abundantly clear. Except during national emergencies, never had there been greater need, or demand, for speeding agricultural and home economics research information to rural America.

As in past years, county extension workers used demonstrations, tours, meetings, personal calls, mass communications, and many other teaching methods during 1956. Some 10,290,800 families responded by improving their farming and homemaking practices. Seven percent more



families were assisted in 1956 than during the previous year.

Such an increase would not be possible without the aid of some 1,266,000 volunteer local leaders. The meetings

**Since writing this report, Mr. Goodrich has transferred to the Information Division, Agricultural Research Service.*

they alone conducted were attended by more than 20 million persons.

Extension workers used new techniques designed to help them more effectively meet the growing, changing needs of the people they serve. In more than 2,300 counties, 56,000 families used Farm and Home Development to study and solve problems of the home and the farm considered as a whole.

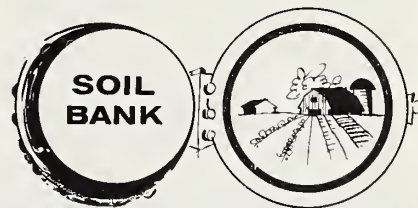
Mapping Future

Looking to the future is, of course, as appropriate for communities and counties as for individuals and families. Through program projection, extension is helping many people analyze and solve their county's problems and map plans for the future. More than 70,000 people in 971 counties well along with program projection work are members of committees studying and analyzing information about their resources. Just embarking upon this adventure in planning are committees in 462 other counties.

New extension techniques have not outmoded time-proven methods. During 1956, extension workers called upon the latter to help solve problems that dealt with crops, livestock, marketing, planning and managing the farm and home business, family economics, nutrition, clothing, family life, farm buildings, 4-H Club projects, safety, soil and water conservation, to mention a few.

Some problems that caused farmers and homemakers to seek aid were specific in nature and localized like those that accompanied the invasion

of a half-dozen States by the dangerous soybean cyst nematode and the quarantine that followed. Or, they were often general, like need for better understanding of the Soil Bank program. In connection with the Soil Bank, Extension developed an educational program to help insure that farmers in all States understand the program. County agents and State extension officers used every form of mass communications to tell the Soil Bank story.



Helping insure a clean food supply for the Nation became a major goal last year for many extension workers in the wheat-growing areas. In mid-1956, the Pure Food and Drug Administration announced that tolerances of contaminating material permitted in wheat shipped inter-state for human consumption would be sliced in half. Grain that did not meet these standards was subject to seizure and diversion to non-food use at considerable financial loss to the owner.

In view of this situation, extension workers in 33 States intensified Clean Grain educational programs, guided by committees representative of agriculture and allied interests. Working as teams, State extension specialists

(Continued on page 250)

Lunchtime Is Classtime

by HELEN JOHNSON,

Home Demonstration Agent, Berkshire County, Mass.

HOMEMAKERS who work 40 hours a week outside the home have little time to attend extension meetings and read bulletins or news articles. How to reach them with home economics information was a question facing us in Berkshire County.

We knew nearly a third of our homemakers were employed full time out of the home. In view of their limited time and opportunity for study and experimenting in homemaking, we were sure they could use our help.

Opportunity for Service

The door was opened when we were contacted by the women's editor of a plant newspaper. A 4-H leader, she was well acquainted with the extension program and wanted her co-workers to have the information we were giving other Berkshire County homemakers.

Women working at the plant had an hour for lunch. This was a spot in their busy lives which was not entirely filled. Yes, lunch, visiting, bridge, and perhaps a walk was tak-

ing up the time. But perhaps here was an opportunity for us to bring them something more worthwhile.

The editor talked with management and some key workers and received enthusiastic response. We planned a noon-hour meeting to explain what we could offer. A check sheet was distributed. As might be expected, the women were most interested in home furnishings, foods and nutrition, clothing, consumer buying, family finance, and home management. The overwhelming majority voted for weekly meetings.

We used the questionnaire as a basis for program planning, giving emphasis to the subjects that had drawn the most interest. The venture intrigued our State specialists and they were anxious to work in this new area. Outside agencies such as National Livestock and Meat Board, National Egg and Poultry, the National Dairy Council, and local merchants extended their whole-hearted cooperation.

From the first, these working women were a fascinating audience.



Lunch-hour classes for working women have meant a new audience for home demonstration agents in Berkshire County, Mass.

Curiosity, responsiveness, interest—all the qualities of the perfect audience—were represented. Every week several would report some application they had made of the information learned in previous classes. We found that they were hungry for the information, were interested in applying it, and were excited about the results.

One young bride admitted that, before our demonstrations, she prepared most meals out of cans. Trying our food preparation methods, she found she and her husband were not only eating better but they were eating more economically.

Another woman, impressed by our home decoration demonstrations, transmitted some of her enthusiasm to her husband. This resulted in the building of a much-needed second living room for their teenage children.

During the summer of 1956, we suspended the weekly meetings at the first plant in order to expand the program to another company. We approached the management of a smaller industry in another part of the county. They were interested and a poll among key women struck a responsive chord, so another program was launched.

Although the plant was smaller, the audience was no less responsive and enthusiastic than the first group. Some women on the production line even sacrificed 15 minutes' pay to attend class. This proved just how anxious these working women are to get this kind of information.

How It Works

These were optimum situations. If a similar one comes your way, don't hesitate. To possibly make it easier for you, here are some of the points we learned by trial and error.

1. To begin with, never fear contacting management. Many plants have educational directors in the personnel department who may very well become your contact. We have found management very interested, enthusiastic, and cooperative.

2. The greatest handicap you may find is lack of an adequate meeting place. You must have an auditorium

(Continued on page 255)

We Exhibited the Solution They Came—Saw—Acted

by BONNIE B. DAVIS,
Negro Home Demonstration Agent,
Orange County, N. C.



FIND the need—then show the solution. That's what Negro home demonstration club women of Orange County, N. C., did in planning their 1956 State Fair exhibit on bedding and linen storage.

One county in each extension district is given an opportunity to exhibit at State Fair each year. When Orange County's turn came, the home demonstration council decided to tie their exhibit into long-time better housing objectives set up in the county's program projection plan.

The council named a five-member committee to study the situation and extension subject matter specialists were brought into the project. Hous-

ing leaders in the county interviewed 130 families to determine problems needing immediate attention.

The study showed that many families stored their bedding in boxes under beds and other undesirable places. In addition, they did not have sufficient bedding for their families. The exhibit, it was decided, should demonstrate both good storage and proper quantities of bedding.

Detailed Planning

The committee then held a series of meetings to discuss size, style, and title for the exhibit; quantity, size, color, and number of sheets, pillow-

cases, and other items to be shown. Next they made plans for a bedding and linen storage cabinet and selected a carpenter to build it.

The cabinet's plans included three 9-inch shelves for towels on the left door which were fenced in with glass, a large drawer at the bottom, a compartment at the top with two doors, and two large doors in the center. Adjustable height shelves were used. The cabinet was 24 inches deep but the shelves were only 14 inches deep in order to make linen more accessible and to use space on doors for additional storage.

During the fair, two women were in charge of the exhibit each day to furnish information to visitors. What were the results? Some 850 persons requested more information and 10 persons actually brought in carpenters to sketch plans so they could include a similar cabinet in their homes.

Influence Still at Work

The exhibit's usefulness didn't end with the close of the fair. It was shown for a week in two leading stores in Chapel Hill and Hillsboro, and in Cedar Grove School. Now it is being used as a model demonstration in the home of Mr. and Mrs. Finley Parker of Cedar Grove.

As a result of this exhibit, good bedding storage has become a family effort all over the county. And one phase of the county's long-range goals of better housing conditions is becoming a reality.

GOOD STORAGE GOOD BEDDING



Bedding storage cabinet designed and exhibited by Orange County home demonstration group.

Healthy Range . . . Healthy Livestock

by LOUIS B. TRUE, *Director of Publications, Montana*

MONTANA stockmen have a new appreciation of range as a resource, thanks to an educational program by extension specialists and county agents.

Range comprises two-thirds of Montana's 90 million acres. As the range and livestock specialists point out, it is the basic resource that makes livestock the State's number one source of agricultural income.

Montana livestock spend about 8 months on the range before going on winter feed. What they eat or do not eat on the range has a direct effect on how well they do on a maintenance level winter ration. Because of the range appreciation program, ranchers are able to relate the condition of livestock in the winter to the range's health the previous summer.

Team Approach

To develop this concept, Karl G. Parker, extension range management specialist, received aid from other specialists and research workers, pri-

marily in animal husbandry, botany, soils, agronomy, and chemistry. Teamed with Parker were N. A. Jacobsen and E. P. Orcutt, extension livestock specialists.

This trio held a continuing series of livestock nutrition meetings. Programs were presented on What Animals Need and Why, What's in Range Grass and Shrubs, What Livestock Producers Want to Know, and Reading Feed Tags. Additional information was given in extension bulletins on Wintering Montana Cattle, Wintering Montana Sheep, and Minerals for Montana Cattle and Sheep.

The stockmen learned that certain nutrients may be missing or just a trifle shy in the range grasses for part of the season. This led to educational programs on supplemental feeding of concentrates during the fall and winter.

An alert Montana Livestock Sanitary Board and the Montana Feed Dealers and Manufacturers Association quickly grasped the importance of supplemental feeding. The result was the development of the Montana range pellet, a concentrate to supply missing or deficient nutrients.

While this range appreciation program was carried on for adults, a similar program was conducted with the stockmen of tomorrow. The 4-H range management project was geared to the age and ability of club members, beginning with elementary phases of range plant identification. It went on from there to actual management of an entire range outfit.

Parker reached youth in another way. He gave range appreciation management training to vocational agriculture teachers and the teachers in turn gave the training to students.

The range specialist also trained members of land management agencies such as the Forest Service and



Karl G. Parker, extension range management specialist, tells 4-H Club members how to use an infiltration ring to measure the rate at which water sinks into range soil under various plant cover conditions.

Bureau of Land Management. Here again the teaching spread and indirectly helped county agents in counties where these organizations were represented.

In another phase of the program, Parker and Rex Campbell, extension conservationist, held 2-day workshops for grade school teachers. These included a field trip over the range and instruction in range conservation.

Campbell directed the educational program of the annual Montana 4-H Conservation Camp and teamed with Parker in giving range instruction. County agents also attended these camps and became better qualified to give instruction to youth.

Watershed Program

Another angle of approach was by Stanley Howard, extension irrigation specialist. He pointed out that the Missouri and Columbia Rivers have their headwaters in Montana and watershed management affects people in other States. Since Montana has many acres of range on the watersheds, Richard Marks, extension forester, also aided in the program.

Ranchers on the southwestern Montana watersheds had good reason to listen to watershed management tips. The yields and quality of grasses on their mountain meadows had been steadily declining. Parker, Howard, and agronomy specialists worked together on this problem.

(Continued on page 255)



Fundamentals of mountain range are explained to group on the Silver Bow County range tour by Specialist Parker.

Home Agents Have To Be Inventors, Too

HOME economics extension work in Panama, where the program is only 5 years old and there are no home specialists, calls for ingenuity. If Mrs. Celmira de Malek is an example, the home agents there are equipped with a generous supply of this quality.

When Mrs. Malek started as a home agent in the province of Chiriqui 4 years ago, she knew that lack of a cookstove was a major problem in many rural homes. Cooking was done over an open fire on the floor of the kitchen or built up on a box filled with dirt. In either case, it was a constant danger to the children and the homemaker had to cook in a smoke-filled room. The problem was clear—an open dangerous fire with no facility for removing the smoke.

About the time she started, Mrs. Malek saw a publication from India which gave her an idea on how to help the women in her area solve this problem. This was a bulletin on how to make a smokeless stove which looked like it might be adaptable for use in Panama.

In a cane sugar country like Panama, Mrs. Malek had plenty of opportunity to observe the men making syrup. She noticed that for boiling down the sugar they built a crude

stove of a mixture of dirt and molasses which stood up well under long and hard use. This looked like a good material to use in constructing a cookstove.

Putting the two ideas together, Mrs. Malek handmolded a stove. Directions in the bulletin from India were followed and she added straw to the dirt-molasses mixture for extra strength.

Handmolding was a slow process so Mrs. Malek and the agricultural agent in her area built a form for the next one and poured the dirt-molasses-straw mixture like cement. The stovepipe was made of tin cans fitted together and worked very well.

This first smokeless stove served as a demonstration and many visitors came to examine it. Several asked to borrow the forms to make similar stoves for their kitchens.

Soon the women of Panama who made this stove for their own use had improved on the original. They discovered that the wood ashes, after sifting, could be mixed with water to make a paste and spread over the outside of the stove. This produced a surface that could be kept clean easily.

A community fair offered an opportunity to spread information about this improved stove. An exhibit by a

home demonstration club showed a rural kitchen with its oamboo walls and the stove.

Also displayed in the kitchen was a double sink made of an oil can cut in two. The sink had a hinged cover which could be folded back and used to stack dishes on or closed down and used as a table.

To assist other extension workers faced by the same problems, Mrs. Malek assembled directions for the stove in a mimeographed bulletin which has been used widely throughout Panama. Mrs. Malek was asked to demonstrate how the stove is made at a regional conference attended by home demonstration agents from Mexico, Guatemala, Nicaragua, Costa Rica, Cuba, Dominican Republic, Puerto Rico, Colombia, Venezuela, and Panama.—*Helen Strow, Federal Extension Service*

Growth in Home Economics Extension

Home economics extension work is rapidly gaining favor in many countries of the world. A good measure of this increase in interest is the number of women being sent to the United States to study home economics and home economics extension work. In fiscal year 1957 there were a total of 109 women; this year we expect even greater numbers. Since 1944 when these programs first started, there have been 727 women participants.

(Continued on page 255)



Exhibit of community fair showing smokeless stove (left) and sink made of oil can (right center).



Method of making smokeless stove is demonstrated by Mrs. Malek to home agents from other countries.



When Our Phone Rings, It's Suburbia Calling

by WILLIAM H. WHITE,
Agricultural Agent, Philadelphia County, Pa.

WHAT'S wrong with my caladium?
I have a rare plant in my backyard—can you tell me what it is? Where can I buy *Muhlenbergia* seed for my lawn?

To a county agent in a rural area, questions like the above would be nuisance calls. To an urban agent, they are recognized as a regular part of the day's work.

Urban and suburban people are very demanding but they are appreciative. It may take 10 minutes on the phone to give the step-by-step procedure for starting a new lawn but it is not unusual to receive a call the following year thanking you for help in establishing a lawn that is "the envy of the neighborhood."

Growth of Suburbia

The trend in Philadelphia, as elsewhere, is to move to suburbia where former apartment dwellers can be more self-sufficient. One of their first steps is to set out the tree fruits—usually one of each. Then follows a familiar pattern: poor pollination, wormy and diseased fruit, trees outgrowing location, and similar problems. These suburbanites become frequent callers for extension aid.

I am regularly called on by civic associations and garden clubs for program assistance. Mass media rely heavily on the county extension office for garden information. Consequently home owners looking for this information are subjected to extension teaching indirectly.

Some 25 weekly newspapers, 3 dailies, 9 radio stations, and 3 tele-

vision stations receive garden information from the Philadelphia extension office. Mrs. Eleanore Tompkins, home economist, and James Horne, marketing agent, are responsible for a 15 to 20-minute biweekly television program. I work with extension personnel from 7 surrounding southeastern Pennsylvania counties, in presenting a 1-hour weekly farm, home, and garden television program.

Unique Features

The Philadelphia extension office is situated in the downtown area, easily accessible by train, trolley, bus, or auto. Personnel include an agricultural agent, home economist, marketing agent covering 8 southeastern Pennsylvania counties, 2 full-time and 1 part-time secretaries.

Extension work in Philadelphia is unique in several respects. The latest census listed 76 farms in Philadelphia but about half of these are unaccountable. Thus the extension program is almost 100 percent urban and suburban in nature.

Until September 1956 there was no extension executive or advisory committee. Now there are 24 executive committee members with diversified interests. The first four agricultural 4-H Clubs were organized in October 1957. The home economics 4-H Club enrollment this year is 440 in 31 clubs with 48 leaders.

In addition to individuals, garden clubs, and civic associations, there are a number of other organizations and groups that receive assistance from Extension.

(Continued on page 253)



Second year of 45-acre potato rotation demonstration on Philadelphia Prison Farm. Kneeling is J. Wilson Brown, farm manager.

Gearing to the People's Needs

by LYMAN J. NOORDHOFF, *Federal Extension Service*

Editor's Note: This article is a sequel to one published in the Review in August 1955 on keeping daily records in Fairfax County, Va. It reports significant changes in programming based on recorded requests for extension information.

Two new agents added since 1956 plus a program pinpointed to people's fast-changing wants and needs . . . that's the solid payoff in Fairfax County, Va., of keeping daily, detailed records of all office calls, phone calls, and farm and home visits. These total 15,000 yearly and are increasing.

Recordkeeping sound like a lot of needless work? Not at all. True, it takes time to keep records but it's valuable time because the staff knows from studying them that their educational work is what people want and need.

For 24 years in 3 counties, County Agent Joe Beard has recorded people's questions daily. "In fast-changing

Fairfax County, we wouldn't know what to do without the information from these records," he declares.

Leaders Record Calls, Too

Home Agent Jesse M. Hammerly asks her local leaders to report questions asked of them by telephone. She calls these indirect influence. Conservatively, these leaders handle 4,000 calls yearly.

Consider what these records have meant to the county extension program:

1. Rachel Garner added an assistant agent for youth in April 1956 after the county board of supervisors had appropriated funds, based on the need as shown by 8 years' records of inquiries about 4-H and youth work. This newly created position has helped materially in expanding young people's programs. Formerly the 3 men and 2 women agents shared this work.



Mrs. Lee Farrow, secretary, finds that recording as many as 40 questions daily simplifies statistical work in annual reports.

2. E. F. Henry (later replaced by Clarence Coleman) added as soils specialist in January 1956 after a 2-year soils survey had been completed. The latter was undertaken because of the rising number of requests for soils information.

During 1956 Henry answered nearly 1,600 calls from homeowners alone; hundreds of others came in from land use planners, tax assessors, school boards, realtors, contractors, and others. They wanted to know about septic tank percolation, economic ratings of soils for tax purposes, best sites for homes, roads, schools, hospitals, airports, parks, cemeteries, gravel pits, landfills, and related topics.

"I wouldn't have had the gumption to ask for a soils technician without plenty of substantiated requests," Beard admits. "The public will decide your program for you, sometimes faster than you think."

Program Planning

3. A program planned more accurately to satisfy people's wants and needs. The Fairfax County agents study the past year's questions carefully and present this information to their advisory committees in planning each year's program. This also helps maintain continuity when there are personnel changes and eliminates any danger of favoring pet projects.

Within a few years you can see trends developing in subject matter
(Continued on page 254)



A detailed soils map, 25 soil profiles, numerous mimeo handouts, and photo-enlarged map sections aid Soils Scientist Clarence Coleman in furnishing information to Fairfax County residents.

NEW HEIGHTS

(Continued from page 243)

in agronomy, entomology, information, engineering, and marketing pooled their efforts to assist county agents in reaching farmers, elevator operators, shippers, handlers, and processors with recommended measures for keeping grain clean.

The number of seizures of cars of contaminated wheat offers some measure of success for the program. In spite of the stricter tolerances, seizures during the latter part of 1956 and early 1957 were only one-third as great as a year earlier.

Extension agents continued to assist farmers fight drought, diseases, and insects and other pests. Working with State and Federal agencies, Florida extension agents aided in a campaign that, in a single year's time, eliminated an infestation of the destructive Mediterranean fruit fly in that State. Extension workers also entered the fight against witchweed, a pest of corn that appeared for the first time in the United States in 1956 with a potential for destroying more corn than the European Corn Borer.

Tailoring to Needs

The Cooperative Extension Service places high priority on educational work that helps agriculture solve marketing and utilization problems. A serious problem in this category involves the need for farmers and processors to transform pork to meet consumer preference for leaner meats.

Henry County, Ill., affords a good example of the progress being made to encourage the raising of meat-type hogs. Stimulated by an extension school on the selection of meat-type breeding stock, Henry County farmers are now firmly supporting two action programs aimed at raising hogs tailored to consumer demands. These are a county boar testing station and a probe-and-weigh program for selecting breeding stock on the farm. About 1,100 meat-type gilts were selected in the county during the past year using these program facilities.

There are other examples of how extension educational efforts have stimulated much grower interest in meat-type hogs. In Iowa, 128 exten-

sion meetings and 67 live-hog probing and carcass demonstrations were attended by more than 21,000 farmers.

Extension helped organize swine improvement associations which, in turn, sponsor swine evaluation stations designed to help locate superior meat-type strains of hogs. To encourage quality grading and payment of price differentials for meat-type hogs, extension has held grading schools, live-hog and carcass demonstrations



in many States to train qualified graders.

Home economics extension workers assisted more than 6½ million families during 1956. Although the heaviest demand was for help with human nutrition problems, requests for other types of home economics assistance continued to grow.

Nearly one-third more families asked for help with financial planning than three years earlier. Assistance with family business affairs has increased 26 percent since 1953, while demand for help with farm housing has gone up more than one-third and there has been a 42 percent increase in requests for help with consumer information about clothing.

By making safety their number one project, home demonstration club members in Coahoma County, Miss., have created a statewide consciousness toward preventing needless accidents. Encouraged by their home demonstration agent, the homemakers conducted a six-month, countrywide survey and found that 25 percent of all accidents occurred on the highways. The homemakers then personally applied reflective safety tape to 160 wagons used for hauling cotton to gins. A cooperative press and radio helped interest grow. Others joined

them to apply the warning tape to some 800 vehicles.

This was just the beginning. Club members schooled themselves in safe driving, took driver proficiency tests. This interest spread to over 1,000 home demonstration clubs throughout the State.

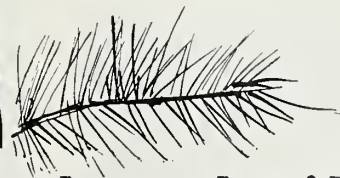
Membership in the country's 90,449 4-H Clubs is at an all-time high of 2,164,294 boys and girls. This youth movement reaches 65 percent of the farm and rural non-farm young people in the 10-21 age bracket.

Last year, club members conducted 4,502,022 projects in more than three dozen categories. In poultry projects more than 9 million birds were involved. 4-H members grew nearly a half million acres of cereals and vegetables, owned and cared for 1,304,332 head of livestock. In addition, extension's young men and women's program reached 262,710 youths who are beyond 4-H age and interest levels.

More than 371,000 volunteer leaders help guide 4-H Club work. Their work has been invaluable, especially as Extension has attempted to meet a trend toward urbanized expansion resulting from additional requests for 4-H Club work in towns and cities. During the past year, plans were completed for bringing 4-H Club programs to Chicago youngsters. These plans were based on experiences with 4-H Club work in other large cities such as Denver, Detroit, Indianapolis, and Portland, Ore.

With from 50 to 65 percent of the rural youth moving from farms to cities, much attention has been focused upon career exploration. This has become a major program area for older youth in 4-H Clubs. Also patterned to meet the growing-up needs of club members is a new automotive care and safety project that was given a trial run during the past year with youth in 110 counties in 33 States taking part.

Clearly, 1956-57 held a significant message for extension workers: In an economic atmosphere that demands top farm efficiency, and amidst a growing conviction on the part of rural people that research and education are vital to progress, extension can expect more calls for more and for new kinds of assistance.



...and good will toward men



EACH issue of your Extension Service Review is devoted to an exchange of ideas that may help you do your job better. But we're using a small portion of this December issue for a different purpose. With the approach of the holiday season, we want to give a few examples of how farm people express their generous Christmas spirit.

Truly, man does not live by bread alone. Working with people like these is one of the rich rewards of extension work.

Toys for Tots . . . Not Tricks or Treats

The Christmas spirit begins at Hallowe'en for 4-H Club members in Placer County, Calif., thanks to an idea which started 4 years ago among members of the Dry Creek Club. In planning a Hallowe'en party, they asked, "Why can't we do something useful?" Their own answer was to collect used and broken toys at Hallowe'en, recondition them, and distribute them at Christmas to needy children.

The project was given ample publicity and was received enthusiastically by the townspeople. The idea has spread and last year the several 4-H Clubs in the county gathered four truckloads of toys, numbering more than 2,000. The local sheriff's office now cooperates by having coun-

ty prisoners help in reconditioning the toys.

Bea Gould, Dry Creek Club leader, says, "Our public relations, always high, have risen incredibly. 4-H has made many new friends through this effort to make Christmas happy for needy children."

He Says Thanks

In the true spirit of giving, 9-year-old Logan Dawson of Muskingum County, Ohio, will donate his fitted steer to the polio fund this Christmas. He hopes it will make someone as happy as he was the day he returned home after 7 weeks' treatment for polio.

As a special welcome, Logan's dad picked out the best calf from his registered Aberdeen Angus herd. "This calf for a 4-H project should help him get back on his feet," thought Mr. Dawson. And it did. But they hadn't counted on the fact that you had to be 10 years old to be in 4-H work. When Logan heard this, he said, "I'll feed it and donate it to polio."

Christmas Every Month

Christmas isn't just once a year for three elderly, shut-in ladies in Athens, Maine. They can count on a monthly visit, including gifts, from the 11 girls of the Green Valley Workers

4-H Club. Last Christmas the girls gave baskets of fruit to two of the ladies and presented a complete dinner to the third.

This is one of the many holiday activities of these girls and the 15 boys of the Athens Hustlers 4-H Club. The boys cut a Christmas tree for the high school each year and the girls decorate it. Last year the girls collected a box of used toys, painted and repaired them, and gave them to a local family. The boys sent money to a radio station's fund for toys for poor children, as well as to Father Flanagan's Boys Town and the Omaha, Nebraska Home for Boys.

Doing Unto Others

The future looked bleak to Mr. and Mrs. Samuel Smiley, Kennebec County, Maine, when fire destroyed their dairy barn, winter's forage, and nearly their entire herd of cows a few years ago. But their neighbors immediately pitched in to plan a party for the Smileys.

The Extension Association and Jersey Breeders Association worked together in organizing the affair, held a week before Christmas. The highlight of the evening was the presentation to the Smileys of two registered Jersey heifer calves. These fine calves formed the basis for a new herd and helped put the Smileys back in the dairy business.



EVALUATION

as related to

PUBLIC RELATIONS

by LAUREL K. SABROSKY
Federal Extension Service

PUBLIC relations, according to a definition written by a subcommittee of the Extension Committee on Organization and Policy in 1951, "consist of doing good work in a way which develops in the public mind an appreciation for and recognition of the program."

"Evaluation," means determining whether or not you have attained the objectives you set out to reach; it means determining what is the worth of any activity or object.

Responsibility for Both

From these definitions, it is obvious that both public relations and evaluation are parts of extension work. If you do good work and let people know about it, you will have good public relations. In order that you can let people know about it, you need to determine whether or not your work is good—and so you are doing evaluation.

If we believe that extension work is worthwhile and is making a real and valuable contribution to the people of our country, we have a responsibility to evaluate our work and to let people know.

One of the reasons why we find it so difficult to report results is because we get so entangled in doing a job that we think primarily of what we do and whether we have accomplished what we planned to, and not in terms of whether we brought about any results.

Actually, Extension has accomplished a lot. There are many cases of adoption of specific crop and livestock improvements that resulted directly from extension educational

procedures. For example, an Iowa farmer cut his hog feeding costs \$2,700 during 1955 after extension workers had noted his unduly high cost of purchased protein supplement and had recommended steps to reduce it.

In Baltimore, where there had been a home agent for 8 years, extension workers wanted to know what Extension was accomplishing. A rather formal study was set up with the State and Federal offices. It was found that people had learned many things from extension teaching, both in knowledge and in skills, and had imparted knowledge to other people, thus spreading the effect of extension teaching. The July 1957 *EXTENSION SERVICE REVIEW* carried a story on this study.

Develops Understanding

This kind of information, if communicated to the public, will bring about a much better understanding of extension work and better public relations.

But evaluation need not be carried out only in formal studies in order to provide information for public use. An orderly, methodical system of informal evaluation throughout the year should produce a wealth of information about the good work that Extension does. One day a year spent discussing with a farmer or a homemaker what extension has meant to him or her would result in a case story of invaluable use. Another day spent driving through the county, stopping a dozen or more times to check on the use of some recommended practice, would give valuable

clues as to whether or not extension practices are effective and are used, and if not, why not.

Many times the people themselves will do some evaluating and provide extension workers with the information needed. For example, the Secretary of Agriculture's 1956 annual report said: "In Louisiana a statewide farm organization wrote the dean of agriculture at Louisiana State University that ' . . . it is our conservative estimate . . . that the (cotton) crop would have been reduced by \$27 million statewide . . . due to insects . . . ' except for timely new recommendations to control boll weevil from Louisiana State University research entomologists through extension agents. New controls were required because the insect had developed partial resistance to chemicals formerly recommended."

Principles of Evaluation

Because of its tremendous importance to public relations, the involvement of everyone in *using results* of evaluation requires elaboration on specific points.

(1) People connected with extension work are like links in a chain. Responsibility for the work in a State rests with the administration of the land-grant college. Then comes the director of extension with the rest of the State extension workers responsible to him, directly or indirectly. In the counties are the county workers and, a vital link, the people to whom all the others are responsible.

Good public relations exist when there is no break, weakness, nor disagreement in this chain. Let one link fail and a problem arises. If one of those links is not fully informed and/or does not adequately do its job of informing others, misinformation results.

(2) There is always some sort of communication going on through this chain, whether it is good or bad. To create good public relations, one must see to it that information which moves through this channel is good, i.e., it is good for the Service.

(3) All those in the chain who are immediately concerned with that part of the extension program that is

(Continued on page 254)

SUBURBIA CALLING

(Continued from page 248)

The Delaware Valley Turfgrass Association was organized in April 1955 with the help of Charles K. Hallowell, former Philadelphia county agent. Members represent parks, playgrounds, country clubs, cemeteries, athletic fields, landscape architects, contractors, and commercial concerns from a 5-county area, all interested in growing better turf. They hold from 4 to 6 meetings a year, including at least one field tour. This group was responsible for the establishment of a 19-plot grass variety demonstration and a demonstration on lawn renovation was included in this year's program. Result demonstrations will be held at both of these projects in 1958.

The Pennsylvania Landscape and Tree Association, consisting of tree surgeons and lawn maintenance men, meets monthly. Extension furnishes many speakers for their meetings.

Businessmen-Farmers

Other groups that rely on extension for program assistance are the Philadelphia branch of the National Gardeners Association; Philadelphia Association of Golf Course Superintendents; Philadelphia Cemetery Association; Quaker City Farmers, a group of Philadelphia businessmen who own and operate farms in surrounding counties; and Philadelphia Society for Promoting Agriculture, founded in 1785.

Another group that is being organized is the Garden Supply Dealers of the Delaware Valley. Extension has long worked with garden supply dealers individually. With the formation of this new organization, we should be able to do a better job of presenting extension recommendations to these dealers.

The county agent serves as chairman of a group called the Philadelphia Agricultural Round Table, which meets once a month for an informal luncheon. There are no officers or committees and anyone with an interest in agriculture is invited to attend.

Extension has a responsibility to urban and suburban people. They need and want what we have to offer.

County Agents Meet in Boston



Welcome to 42nd annual meeting of National Association of County Agricultural Agents extended by Paul Fentan, Concord, N. H., to Florida Agents E. N. Stephens, H. N. Carr and wives. More than 1200 persons attended Oct. 13-17 meeting in Boston and heard major addresses by Secretary Benson, C. M. Ferguson, Senator Jahn Kennedy, and Farm Bureau President Charles Shuman.

Squanto's famous corn planting demonstration for Pilgrims in 1621 was reenacted during visit to Plymouth by NACAA registrants. Member of a Massachusetts Indian tribe, Squanto showed the Pilgrims how to plant corn and fertilize each hill by burying a fish at roots. This was first agricultural demonstration in America and Squanto has become known as the Patron Saint of County Agents.



NACAA officers for the coming year are, left to right: Carl T. Rose, Fayetteville, Ark., secretary-treasurer; Marion F. Bunnell, Yakima, Wash., president; R. H. McDougall, Butler, Pa., past-president and director; and Orville F. Walker, Kalkaska, Mich., vice-president. Directors are: F. W. Cannon, Lancaster, S. C.; George Lamb, Mullica Hill, N. J.; B. H. Trierweiler, Torrington, Wya.; Bethel E. Thomas, Smithville, Tenn.; and J. Parker Rodgers, Columbia, Ma.

GEARING TO NEEDS

(Continued from page 249)

needs. Look how fast some changes have occurred since 1953:

	1953	1956
Poultry and eggs.....	1,090	1,522
Beef cattle	490	1,461
Dairy animals	1,360	2,006
Sheep and goats	270	991
Safety	60	3,715
Food and nutrition...1,308		6,599
Flowers, ornamentals, and shrubs	1,658	3,879

Both the farm and home agent send a complete list of requests each month to the county board of supervisors and to the State extension office. The benefits are obvious of keeping them promptly informed on work done and current problems. You have "proof positive" you're using time and funds wisely on what the people want and need.

This variety of questions is normal for Fairfax County, bordering Washington, D. C. Its 410 square miles are rapidly becoming suburban, with 100 square miles now in urban development, 200 square miles in farmland, and 110 square miles in public ownership or woodlands not in farms. The population is 210,000—up 60,000 from January 1955.

The 8,000 farm people live on 1,150 farms averaging 77 acres, with 600 of these commercial farms. Dairy, general livestock, poultry, and horticultural specialty farms predominate. Farm land plus buildings was valued at \$355 an acre in 1950 and \$635 in 1955.

How do Fairfax County workers keep track of questions? Each agent keeps a daily record which the secretaries transfer to a 500 page journal. Beard and his staff have filled eight of these over the years.

The secretaries also list each phone caller's name and the nature of the request. In another book, they record each soil sample received for testing along with results and recommendations. This gives a permanent record.

With recordkeeping under control and personnel and program gains, you'd think these were enough benefits from recording questions daily. But that's not all.

Last fall the county board asked the extension staff for their best esti-

mate of funds, personnel, equipment, and facilities needed to carry on a first rate educational program for the next 3 years. You don't let an opportunity like that pass by. Joe Beard and his staff didn't either. The people's questions gave them the answers.

EVALUATION

(Continued from page 252)

being evaluated must be involved in planning its evaluation. And they must also be involved in consideration of any possible changes indicated by the evaluation. They must be prepared to try such changes or else the evaluation need not have been done in the first place. They, of course, should be involved in program planning anyway.

This is one of the weakest parts of most evaluation processes—failure to face up to what might be found out, failure to figure out in advance what any findings might mean to the present setup. This is a very human failing and is not limited to extension workers.

The more informed the public is before a new project goes into effect—before evaluation is being done, before changes are being planned or put into effect—the better the public relations.

Extension workers are given the responsibility for education — for disseminating information and encouraging its use—and it is the recipient of the information who has more to say than anyone else does about whether or not he uses it. Therefore relations must be good.

Involve People Concerned

(4) When a finding from informal or formal evaluation leads to a change in programming or methods, the people must be involved in considering the change, in implementing it, and in watching the results. They should be given the privilege of decision-making when it is their own lives that might be changed.

(5) Interviewing can create good public relations or, approached the wrong way, can do damage. In one State an extension worker, as a student, made a mail survey. In less

time than it would seem possible, USDA was contacted by the Congressman from that district because of a complaint from a farmer about the survey. The farmer had obviously not been involved, he had not had things explained to him, he did not know why Extension wanted that information from him, he vocally acclaimed that it was none of their business.

In studies, surveys, and informal observations, much more personal information has been asked for than this student was seeking, but the purpose was explained—the line of command had been built up without a weak link—and the return was interested cooperation, not loud resistance.

People actually like to participate in a study which should result in improved extension work. People like to have the best and will work hard to improve almost anything.

For the sake of good public relations, it's just as important to study what we are doing to improve our jobs, and to tell our public about our desire to do a better job, as it is to study what we are doing in order to tell our public about our accomplishments.

Reversing Information Flow

Information moves or should move through the chain from the people to the college administration just as often as it moves from the college administration to the people. Therefore, the county worker finds himself in the middle of the chain—responsible to the people as well as to his administration. He is glad to be able to report to his supervisors and administrators when he has done a good job, when he has seen real accomplishment, and when he has made changes for improvement. He should feel just as enthusiastic about telling the people about it.

If this evaluation of one's work goes on continuously, usually informally but periodically in a formal way, and if each member of the extension family feels responsible to those on either side of him in the chain for imparting information about educational results and changes for improvement, public relations cannot help but be good.

LUNCHTIME

(Continued from page 244)

type of room. A cafeteria isn't satisfactory.

3. Publicity is necessary but we have had no problem getting it. Notices of meetings are published in plant magazines. We use posters in strategic places. Another effective method is to send announcements to key workers.

4. Be ready to start when the audience arrives. Their time is valuable and they look forward to a full program. We have found it takes about 10 minutes for them to assemble and another 10 minutes to get back to their work. It pays to be careful that the girls do not leave their work early or get back late if you want to keep the cooperation of management.

5. Plan plenty of material. Because there are no interruptions, you can get a lot into 40 minutes.

6. Planning a weekly program is not difficult. We always adapt current programs, sometimes making a series from one. We use back programs for which we have already developed illustrative and bulletin material and supplement these with outside speakers. In emergencies we have used a film but without much success. The women like a film as part of the program but not alone.

7. After 2 years of weekly programs, we have decided to try two series a year in each plant. In this way we can offer the service to more industries. It will also give us an opportunity for a concentrated publicity program.

All of us are impressed and encouraged by this new field for extension work. The horizons are practically unlimited. We have found that office calls for help and information have been much more frequent from this group of people since they started attending the lunch-time meetings. We have had calls from people who have never attended but have seen some of the publicity. Women who come to regular meetings tell us that they have read about the programs in the plant papers and have been watching for these subjects to be presented at their meetings.

We fully realize that this first try in holding classes in industry is pio-



What size sheet to buy? These women get the answers to such questions during their lunch hour.

neer work. We don't know how to turn more of the leadership over to the homemakers at this time but we believe this will come as it did for our other programs. Management likes the program, we like it, and most of all, the homemakers are eager and receptive.

HEALTHY RANGE

(Continued from page 246)

Their first job was to determine the underlying cause, study the research that has been done in similar areas, and recommend a research and management program tailored to this high altitude area. The program is too young for proved results but some ranchers have already made manage-

ment changes suggested by the research.

In the same area, the specialists and county agents helped individual ranchers. They encouraged the ranchers to evaluate their soil, range, and water resources in planning more efficient operations. Changes are directed towards conservation of range and water on the watershed.

As a result of this far-reaching program of range appreciation and management, stockmen now are able to get their cattle and sheep through one year as well as another. They are convinced that a healthy range means healthier and more profitable livestock.

AROUND THE WORLD

(Continued from page 247)

An outstanding example of the spread of home economics extension work is found in the Philippines. The January-February issue of *The Philippine Extension Worker* reports 942 rural improvement clubs with an enrollment of 28,977 members. Other informational materials show that they now have 1 home extension supervisor at the national level, 4 specialists, 8 regional supervisors, 52 provincial home demonstrators, and over 300 local or county home demonstrators. Their fields of activity cover housekeeping, home management, food preparation and preservation, home industries, and sewing.—*E. H. Leker, Federal Extension Service*



Rex Campbell teaches range appreciation and management to 4-H Club leaders, members.

Rack 'em Right

by HARRY P. MILEHAM, Chief,
Division of Publications, Office of Information, USDA

THE title "Rack 'em Right" was suggested jokingly but I'd like to stick with it. Why? Because it seems to sum up the objective of a new plan to help county extension offices keep bulletin stocks up to date.

It has been my observation that the bulletin rack is one of the things around county extension offices in which agents take pride. It is often the first thing that meets the farmer's or homemaker's eye when he or she comes to your office.

The bulletin rack should be attractive, neat, accessible, and so on. But above all, its stock of State and USDA bulletins needs to be up-to-date and geared to the county's needs. This is true, too, of reserve bulletin stocks.

For you and your office staff to keep bulletin supplies up-to-date, you need usable, timely information on

which publications have just been printed, which ones remain in print, and which ones have become obsolete and should be dropped into the "round file." We in the Department of Agriculture have a new service to help you keep USDA bulletin stocks in good order. It will help you get rid of the Model T bulletins and supply yourself with the 1958 models.

Your State Extension Publications Distribution Officer is sending one copy of our new Annual Inventory of USDA Popular Publications to each county extension office. It lists all (about 500) USDA popular publications that are currently available for you to order in quantity to service your "customers." The inventory includes USDA farmers bulletins, home and garden bulletins, leaflets, and Federal Extension Service working-tool publications.

Bulletins that do not appear on the inventory are no longer considered current and in general should be discarded. If you have bulletins carrying older issue or revision dates than those on the list, discard them and order a new supply. You will receive the most recent editions.

The inventory will come out once a year. To fill you in on month-to-month developments in USDA popular

publications, the EXTENSION SERVICE REVIEW will carry a column of latest publications news in each issue. This will provide a monthly supplement to the inventory and keep you up-to-date with information on new and revised publications and on those which have been discontinued.

These several services have been specially planned to help county extension agents. During the last fiscal year, county and State extension workers requested 4¼ million copies of USDA popular publications. We realize how much inconvenience, delay, and disappointment result when you do not know which bulletins are available and which are obsolete and have been dropped. That's what the new services are intended to prevent.

These steps add up to better communications on USDA publications. They are part of a program in which the Federal Extension Service, the Office of Information, and other agencies of the U. S. Department of Agriculture are cooperating with the land-grant colleges and universities to help county extension workers and all concerned get more effective use of State and USDA publications "to aid in diffusing . . . useful and practical information on subjects relating to agriculture and home economics."

